

## ORDER



**Orders**  
**Order / Rev:** 206322  
**Alt Order #:** 06853280  
**Product Desc:** 9/18-9/24 S.E.I.U.  
**Estimate:** 1432  
**Flight Dates:** 09/18/12 - 09/24/12  
**Original Date / Rev:** 09/17/12 / 09/17/12  
**Order Type:** REG

**WVBT**

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 3050 K Street Northwest  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/SEIU  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN12546  
**Agency External ID:** IN14921

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	14	\$8,950.00	\$7,607.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	14	\$8,950.00	\$7,607.50	0.00
<b>Totals</b>	<b>14</b>	<b>\$8,950.00</b>	<b>\$7,607.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WVBT	10%	\$8,950.00
Market	100%	\$89,500.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	36%	\$32,220.00
WGNT	1%	\$895.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	19%	\$17,005.00
WTVZ	5%	\$4,475.00
WVEC	29%	\$25,955.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/18/12	09/21/12	M-F 10-11a Millionaire	CM	10-11a	- TWTF - -	:30	3	\$100.00	P1	0.00	NM	3	\$300.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	- TWTF - -	3		\$100.00	0.00							
E 2	WVBT	09/18/12	09/21/12	M-F 7-730p M-F 7-730p	CM	7-730p	- TWTF - -	:30	2	\$400.00	P1	0.00	NM	2	\$800.00

Order / Rev: 206322  
 Alt Order #: 06853280  
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: POL/SEIU  
 Product Desc: 9/18-9/24 S.E.I.U.  
 Estimate: 1432

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TMZ ON TV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--		2				\$400.00		0.00			
E 3	WVBT	09/24/12	09/24/12	Mon Hour 2 Mon 9-10p	CM	9-10p	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
MOB DOCTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$2,000.00		0.00			
E 4	WVBT	09/19/12	09/19/12	Wed Prime Other 1 Wed 8-10p	CM	8-10p	--W----	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
THE X FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W----		1				\$2,500.00		0.00			
E 5	WVBT	09/22/12	09/22/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S-	-----S-	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
SATURDAY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1				\$1,000.00		0.00			
E 6	WVBT	09/18/12	09/21/12	M-F 4-5p M-F 4-5p	CM	4-5p	-TWTF--	:30	3	\$250.00	P1	0.00	NM	3	\$750.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--		3				\$250.00		0.00			
E 7	WVBT	09/24/12	09/24/12	M-F 4-5p M-F 4-5p	CM	4-5p	M-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$250.00		0.00			
E 8	WVBT	09/24/12	09/24/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	M-----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$1,200.00		0.00			
E 9	WVBT	09/18/12	09/21/12	M-F 1130p-12a M-F 1130p-12a	CM	1130-12a	-TWTF--	:30	1	\$150.00	P2	0.00	NM	1	\$150.00
DISH NATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--		1				\$150.00		0.00			
													Totals	14	\$8,950.00